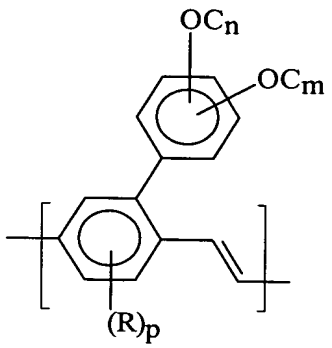
CLAIMS:

1. Aryl-substituted poly-p-arylenevinylenes comprising a repeating unit of the formula (C1),



(C1)

in which one or more of the unsubstituted aromatic carbon atoms may be replaced by nitrogen atoms, $-OC_m$ and $-OC_n$ are alkoxy groups, m and n are integers from 2 to 6 with m + n = 8, p is 0, 1, 2 or 3 and in which R is CN, Cl, F, CF_3, NO_2, or SO_3Z wherein Z is a monovalent cation such as Na^+, or in which R is $-XR^1$ wherein the unit -X- represents a single bond, -O-, -S-, -CO-, -COO-, -OCO-, -SO-, $-SO_2-$, $-N(R^2)-$ or $-N(R^2)CO-$, and wherein R^1 and R^2 are the same or different and constitute a straight-chain branched or cyclic C_1-C_{20} alkyl group or together an C_1-C_{20} alkylene group, in which C_1-C_{20} alkyl or C_1-C_{20} alkylene group one or more hydrogens are optionally substituted by F or a C_4-C_{12} aryl group and/or one or more non-adjacent $-CH_2-$ units are optionally substituted by C_4-C_{12} arylene , -O-, -S-, -CO-, -COO-, -OCO-, -SO-, $-SO_2-$, $-N(R^3)-$ or $-N(R^3)CO-$ where R^3 is C_1-C_{20} alkyl, or in which R is a C_4-C_{12} aryl group which may or may not be substituted.

2. Aryl-substituted poly-p-arylenevinylenes as claimed in claim 1 wherein m = n.

3. Aryl-substituted poly-p-arylenevinylenes as claimed in claim 1 or 2 wherein $-OC_m$ and/or $-OC_n$ is 2-methylpropyloxy.

4. Aryl-substituted poly-p-arylenevinylenes as claimed in claim 3 wherein the repeating unit (C1) is a 2-(3',4'-bis(2-methylpropyloxy)phenyl)-1,4-phenylene vinylene repeating unit.

5. Use of an aryl-substituted poly-p-arylenevinylene as claimed in any one of the claims 1 to 4 in an organic electroluminescent device.

6. Use as claimed in claim 5, wherein the organic electroluminescent device is operated such that the temperature of the device is at least 5 to 10 °C above room temperature.

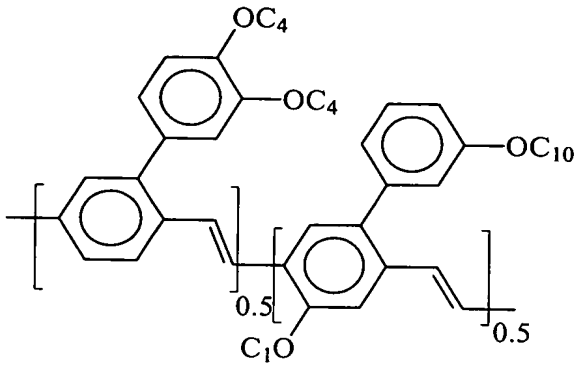
7. An organic electroluminescent device comprising an aryl-substituted poly-p-arylenevinylene as claimed in any one of the claims 1-4.

8. An organic EL device as claimed in claim 7 capable of providing a service life of at least 45 to 200 h when driven at a constant current, at an initial brightness of 200 Cd/m^2, and at an ambient temperature of 80 °C.

9. An organic EL device as claimed in claim 7 comprising a red to orange light emitting aryl-substituted poly-p-arylenevinylene and capable of providing a service life of at least 800 to 1200 h when driven at a constant current, at an initial brightness of 100 Cd/m^2, and at an ambient temperature of 70 °C.

10. An organic electroluminescent device comprising an organic electroluminescent, charge-transport and/or charge-injecting layer consisting of a material which, at least at one temperature in the range of 100 to 200 °C, has a viscosity higher than or equal to the viscosity of an aryl-substituted poly-p-arylenevinylene as claimed in any one of the claims 1 to 4.

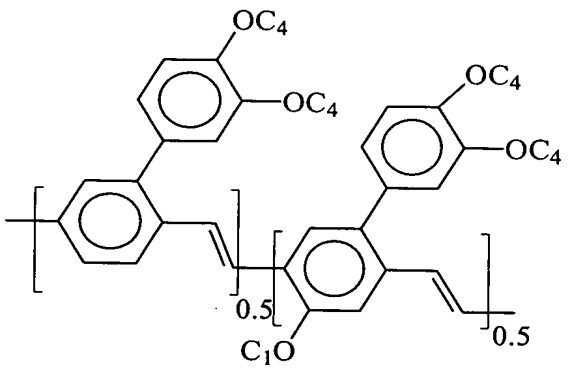
11. An organic electroluminescent device as claimed in claim 10 characterized in that the material from which the electroluminescent charge-transport and/or charge-injecting layer is made has, at least at one temperature in the range of 100 to 200 °C, a viscosity which is higher than or equal to the viscosity of the polymer of the repeating unit according to the formula (C2)



(C2)

where -OC_{10} is 3,7-dimethylhexyloxy and -OC_4 is 2-methylpropyloxy.

12. An organic electroluminescent device as claimed in claim 11 characterized in that the material from which the electroluminescent, the charge-transport and/or the charge-injecting layer is made has, at least at one temperature in the range of 100 to 200 °C, a viscosity which is higher than or equal to the viscosity of the polymer of the repeating unit according to the formula (C3)



(C3)

where -OC_4 is 2-methylpropyloxy.